DESIGN

Mr. Flank (Des. Div)

RETURN TO
DESIGN DIV.

The NORCOR Line

OF CARD TABLE SETS

C-14 ~~C-7~~

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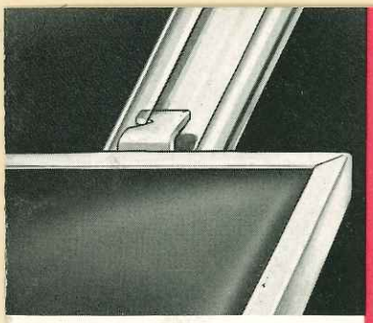
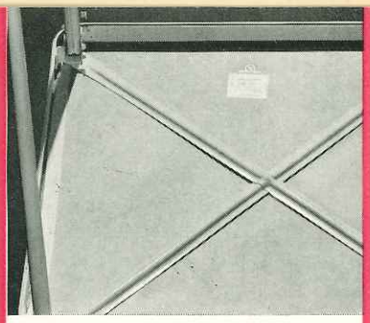
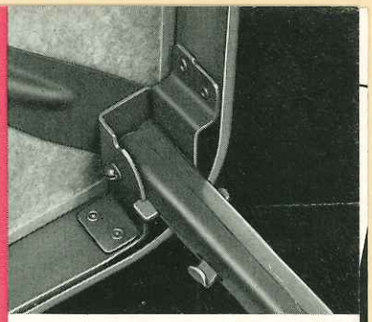
1st choice ...WITH THOSE WHO PLAY CARDS *Most*



The exclusive Norcor seat lock is an outstanding feature of all Norcor steel chairs. The illustration shows how this patented lock sets within the channel steel frame. It eliminates all possibility of the seat coming loose from the frame—the more pressure exerted upon the seat, the tighter it locks in position.



One of the reasons Norcor table tops are so rigid and strong is because of the cross-bracing underneath. When the table is upturned be sure to notice this feature because bracing of such type is rarely found on competitive makes. Of specially constructed steel, it helps to provide much longer table life.



Here is a worm's eye view of the patented Norcor leg lock used on all steel tables. Note how simple and yet how sturdy is this exclusive feature. Simply pull the leg into position to open, and depress the lever on the inner side to close. No tugging and no other braces. It assures utmost table rigidity.

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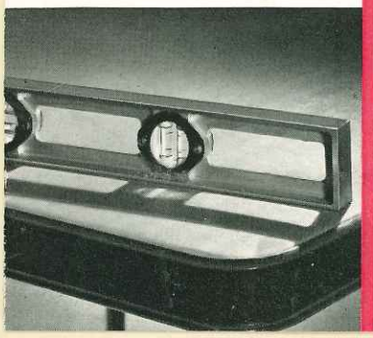
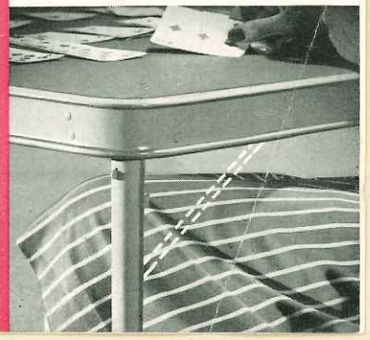
See these distinctive NORCOR structural features

No warped or uneven playing surfaces on Norcor tables. Tops are of quarterboard or de luxe Masonite, Nortex high-bake finished or covered with leatherette that will not wrinkle. Add to this, Norcor's cross-bracing underneath and you have a perfectly level playing surface that will remain flat interminably.

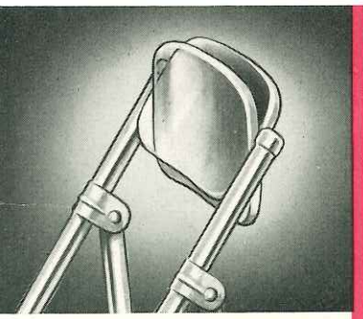
Both Nortex and leatherette covered table tops are resistant to spilled beverage stains — hot or cold. By simply wiping with a damp cloth, most stains are completely removable. Another feature of the top is that in the steel tables it is easily replaced should it become unduly damaged or worn.

Note the roominess provided under all Norcor tables by elimination of the corner braces usually found on folding card tables. The positive action Norcor concealed leg lock allows for perfect freedom of the player's leg movements without bumping—or snagging clothing.

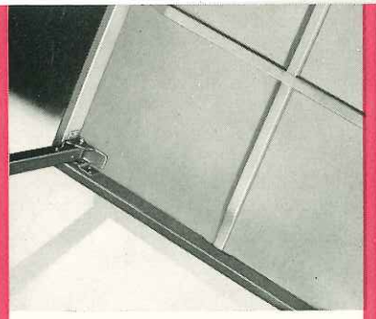




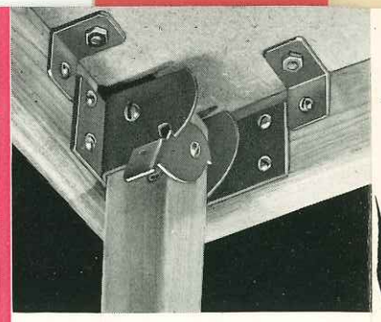
FILE THIS CATALOG . . . Keep this modern loose-leaf catalog folder ready for instant reference and use. As new Norcor products are introduced, individual insert pages will be mailed to you for insertion in this folder. In this way, your catalog will always be up-to-date and nonterminable. Should this folder become damaged or unduly worn, please do not hesitate to write us for a new one.



Exclusive feature of the Norcor tubular chair (1104) is the movable back rest. The action is that of a two-way hinge and the back adjusts itself to every body movement—whether the occupant sits erect, leans comfortably forward or backward. There is nothing to loosen—no special adjustments to make.



All Norcor wood tables feature a strong hardwood cross-brace between the frames and underneath the top to provide a solid and level playing surface. There is no danger of warping and thus spoiling the whole table. This top bracing will withstand far more abuse than the average player will give it.



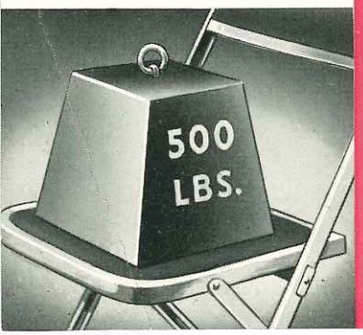
This new Norcor patented leg lock is used on all Norcor wood tables. Like our steel lock, it provides exceptional sturdiness without any use of corner braces. It becomes more positive with use and operates with finger tip control. No stooping or bending is necessary to open or close Norcor tables.

FREE Advertising Newspaper Mats and Display Cards

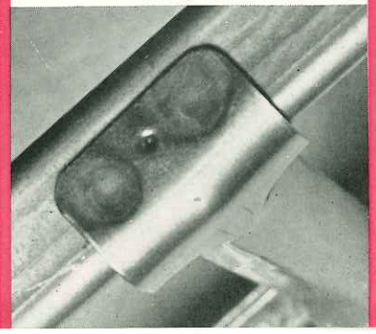
The NORCOR Line

Write for them today...and use for local tie-in

All Norcor folding chairs have been pre-tested to minimum weight standards. This assures chair rigidity far greater than need be expected from ordinary normal use. Many of our chairs will withstand more than three times in excess of the weight illustrated by this symbol.



Norcor's modern production methods are the very latest in industrial fabrication. Automatic electric eye equipment is used and this illustration shows how a leg brace stringer is electronically welded to the frame to make a stronger, metal joint than previously possible.



The specially designed "V" brace, front leg stringer on all Norcor steel chairs is exceptionally strong and rigid. It is solidly rivited, and then electronically welded to the frame. This brace will easily hold the full live weight of any person without giving or bending.

My Guests are Impressed
with my
NORCOR BRIDGE SET
Choice of Discriminating Women
Smart colorings, graceful lines—a smooth, flat playing surface and roomy, comfortable chairs are just a few of the features that make ownership of this set the envy of all your friends. Add to these its strong, sturdy construction details; the washable, stain-proof leatherette — and your proud possession combines beauty, practicability and comfort with enduring, long life. Truly an investment of outstanding value. See this and other sets from the Norcor line today. We have them in both steel and wood, priced to meet every pocketbook.
FEATURES
• Strong steel frames
• Concealed leg locks
• Washable leatherette
• Double steel braces
• Rubber tipped chairs
• Large, roomy seats
• Upholstered chairs
• Easy compact folding
$00.00
STORE NAME

Distinctive
ROUND TABLE CARD SET BY NORCOR
First Choice
OF DISCRIMINATING WOMEN
For modern hostesses who demand the finest of everything, Norcor has produced this distinctive bridge set famed for superb comfort and stunning beauty. The sturdy, wobble-free, spacious table and four folding chairs have tubular steel construction. Chairs have famous Norcor patented self-adjusting, movable back rests and form-fitting seats which are roomy and comfortable. Table top, chair seats and backs have fully padded leatherette upholstery in a choice of smart colorings to harmonize with the attractive frame colors. This set truly deserves a place in the better homes of today. Come in and see it as well as other popular sets in both wood and steel from this nationally famous line.
$00.00
STORE NAME

MERCHANDISING AIDS

Norcor advertising material in the form of consumer folders, point-of-sale display cards and complete advertisement newspaper mats are available, free of charge, to all active dealers. A complete set of the latter in a variety of practical sizes from one to three columns in width is ready for your use. More are added to the list from time to time throughout the year. Tested advertising helps such as these help you to merchandise Norcor products quickly and more successfully. Write for this material today so that you always have it available for instant use.

Style 2920

Superb Finish All-Wood Set

SPECIFICATIONS

Table Features: 30 by 30 inch top, with a 2⅜" apron frame combined and finished to appear as one piece; 26¾" from floor; rounded corners, beveled edges; selected hardwood legs and frame; 5-ply hardwood veneer top, cross-braced underneath.

Chair Features: Y-type frame of selected hardwoods with large, comfortable, form-fitting hardwood veneer seat and back rest. Seat 15" wide x 15½" deep.

Colors: Beautifully finished in rich, Natural, or — authentic Colonial Maple, as illustrated, at slight additional cost. Quality lacquers are used throughout and all metal parts are Bonderized. **Shipping wt.** 59 lbs.

SIMPLE, yet exquisite lines, perfect grace in proportions and a quality that reflects the full warmth of rich woods — Such is this handsomely styled Norcor set which is setting a new pace in popularity with "those who play cards most." Examine this masterpiece and you'll find all of the basic Norcor features that make for strong, durable chairs and rigid, wobble free tables. In addition, you'll find select hardwoods and veneers magnificently crafted into fine furniture that will compliment any traditional, modern or classically furnished home. Popularly priced, this set proves an easy seller in the most competitive markets. Available in Natural or Colonial Maple.

SEATING THE WORLD

The NORCOR Line

NORCOR MANUFACTURING CO., INC. • GREEN BAY, WISCONSIN

Style 2944

Fully Upholstered Wood Set

SPECIFICATIONS

Table Features: 30 by 30 inch top, with a 2⅜" apron frame; 26¾" from the floor; top is cross-braced underneath and fully padded and upholstered with durable leatherette; rounded corners, beveled edges; selected hardwood frame with tapered legs.

Chair Features: Y-type frame of selected hardwoods with large, comfortable seat 15" wide x 15½" deep; padded, and leatherette upholstered, seat and back rest.

Colors: Mahogany frames with Red Coral or Yellow Oyster leatherette upholstery; and, Natural frames with Brown, Green or Red Coral leatherette upholstery. Quality lacquers used throughout. **Shipping wt.** 62 lbs.

HERE, indeed, in the finest tradition of Norcor's craftsmanship is a handsome set especially designed to lend lovely grace to today's homes. Select hardwood frames and veneers have been richly appointed with padded, leatherette upholstery — producing a quality completely satisfying because it expresses individuality, character and discriminating taste. In addition, this set literally markets itself because it has all of the fine exclusive Norcor features that provide for strong, rigid, table and chairs — durably built to last for years. With "those who play cards most," this set meets with the instant approval of your better trade.

SEATING THE WORLD

The NORCOR *Line*

NORCOR MANUFACTURING CO., INC. • GREEN BAY, WISCONSIN

Style 1133

Popular Favorite Bridge Set

SPECIFICATIONS

Table Features: 30 by 30 inch top, 27″ from floor; round corners, concealed positive leg lock with no protruding braces; tubular steel legs; glider feet; 1-piece metal frame; Wrinkle-Free leatherette covered top, cross-braced underneath.

Chair Features: Double-beaded channel steel frame; rubber feet; large size, comfortable, form fitting seat and back rest fully padded and upholstered.

Colors: Beige frames with Red Coral or Dusty Blue leatherette; Brown with Fawn or Chamois; Ivory with Red Coral or Dusty Blue; Dubonnet with Cafe au lait or Yellow Oyster. All frames are high-bake enamel finished. **Shipping wt.** 57 lbs.

MANY enthusiastic card players still prefer square tables to round tables. Norcor meets this demand with the perennial favorite of the complete line. This set embodies all of the famous Norcor features which are so broad in appeal and so definitely superior. And, like all Norcor sets, both the table and chairs are extremely strong and rigid — a factor which makes them a top favorite with "those who play cards most." The 1133 provides maximum comfort too, because the chair seats and back rests, are fully padded and upholstered. The table is covered with leatherette which *will not wrinkle*. Always in good style and taste, this set is first in consumer demand and a "must" for all value conscious buyers.

SERVING THE WORLD

The NORCOR Line

NORCOR MANUFACTURING CO., INC. • GREEN BAY, WISCONSIN

Style 1122

Economy All-Purpose Set

SPECIFICATIONS

Table Features: 30 by 30 inch top, 27″ from floor; rounded corners, concealed positive leg lock with no protruding braces; tubular steel legs with glider feet; 1-piece metal frame; de luxe Nortex top with high-bake enamel finish, cross-braced underneath.

Chair Features: Double-beaded channel steel frame; rubber feet; large size, comfortable, padded and upholstered seat, form-fitting steel back rest.

Colors: Beige frames with Red Coral or Dusty Blue leatherette; Brown with Fawn; Ivory with Red Coral or Dusty Blue; Dubonnet with Cafe au lait. Table top colors to match. All frames are high-bake enamel finished. **Shipping wt.** 56½ lbs.

BY COMPARISON, the superb beauty and distinguished quality of this low cost Norcor set, far outranks all competition in its price field. Basic construction features are the same as offered in all Norcor channel steel sets — Thus, there is no sacrifice of stability or durability. Chief differences from most other sets in our line is use of a steel back rest chair — and a Nortex high-bake lustre, enamel table top; which actually, is preferred by many card players. Dealers who know Norcor, know this set and its merchandising values in terms of customer dividends, store prestige, repeat business and better than average profits.

The NORCOR *Line*

NORCOR MANUFACTURING CO., INC. • GREEN BAY, WISCONSIN

Style
1188

Standard Round Table Set

SPECIFICATIONS

Table Features: 36″ diameter top, 27″ from floor; concealed positive leg lock with no protruding braces; steel tubular legs with glider feet; 1-piece metal frame; de luxe Nortex top with high-bake enamel finish, steel cross-braced underneath.

Chair Features: Double-beaded channel steel frame; rubber feet; seat size 14¼″ wide by 13⅜″ deep; padded, leatherette upholstered seat, steel back rest.

Colors: Beige frames with Red Coral or Dusty Blue leatherette; Brown with Fawn; Ivory with Red Coral or Dusty Blue; Dubonnet with Cafe au lait. Table top colors to match. All frames are high-bake enamel finished. **Shipping wt.** 65 lbs.

FOR THOSE who demand a round table set at a more moderate cost, Norcor offers the 1188 at its conservative best. It provides all of the general style features and structural details as the 1199. However, instead of a leatherette covered table top, the playing surface on this table is a high-bake lustre, enamel Nortex top — finished to match the chair's upholstery colors. Recognized as an outstanding value with "those who play cards most," this set has instant appeal not just because of its lower price but because, actually, many persons prefer this type of playing surface.

SEATING THE WORLD

The NORCOR Line

NORCOR MANUFACTURING CO., INC. • GREEN BAY, WISCONSIN

Style
1199

Deluxe Round Table Set

SPECIFICATIONS

Table Features: 36″ diameter top, 27″ from floor; concealed positive leg lock with no protruding braces; tubular steel legs, glider feet; 1-piece metal frame, cross-braced underneath; Wrinkle-Free leatherette covered top.

Chair Features: Double-beaded channel steel frame, rubber feet; seat 14¼″ wide by 13⅜″ deep; padded, leatherette upholstered seat and back rest.

Colors: Beige frames with Red Coral or Dusty Blue leatherette; Brown with Fawn or Chamois; Ivory with Red Coral or Dusty Blue; Dubonnet with Cafe au lait or Yellow Oyster. All frames are high-bake enamel finished. **Shipping wt.** 65 lbs.

TO THOSE who desire a quality set, yet moderate in price, this popular Norcor model offers rich fulfillment. Here is styling, workmanship and construction, magnificently crafted. The chairs are large, roomy and comfortable, and feature fully padded, leatherette upholstered seats and back rests. The sturdy, round table is Norcor's finest; the top being covered with leatherette which *will not wrinkle* — and which adds warmth and softness to the setting. A top ranking favorite with "those who play cards most," this set is a most satisfying value because it is built to last for years . . . and because its graceful beauty is worthy of the finest homes.

SEATING THE WORLD

The NORCOR Line

NORCOR MANUFACTURING CO., INC. • GREEN BAY, WISCONSIN

Style
190-1104

Deluxe Tubular Steel Set

SPECIFICATIONS

Table Features: 36″ diameter top, 27″ from floor; concealed positive leg lock with no protruding braces; tubular steel legs, glider feet; 1-piece metal frame; Wrinkle-free leatherette covered top, cross-braced underneath.

Chair Features: Tubular steel frame, self-adjusting movable back rest, rubber feet, seat 15″ wide by 15¼″ deep; padded, leatherette upholstered, seat and back rest.

Colors: Beige frames with Red Coral or Dusty Blue leatherette; Brown with Fawn or Chamois; Ivory with Red Coral or Dusty Blue; Dubonnet with Cafe au lait or Yellow Oyster. All frames are high-bake enamel finished. **Shipping wt.** 81 lbs.

EVERY FURNITURE line boasts a leader in style, quality, popularity and function. With Norcor, this set represents the finest in our entire steel line. An outstanding feature of this set is the tubular chair with its exclusive, Norcor patented, self-adjustable back rest. . . . This provides superb comfort because it automatically adjusts itself to every movement of the sitter. The table in this set is Norcor's famous round table, which affords so much more playing surface than a square one. The top is covered with leatherette which *will not wrinkle*. Customer satisfaction is assured when you sell this set because it invites hard usage, is smart in appearance and is a generally favored type with "those who play cards most."

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The NORCOR Line

NORCOR MANUFACTURING CO., INC. • GREEN BAY, WISCONSIN

Style 6534

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Deluxe Reveal Top Wood Set

SPECIFICATIONS

Table Features: 30¼" by 30¼" top with 3½" hardwood veneer reveal edge and 2½" fluted apron frame combined and finished to appear as one piece, 26¾" from floor: Inset fully padded and upholstered in durable plastic leatherette; rounded corners, beveled edges; selected hardwood legs and frame. Packed one to the carton. Shipping wt.—19 lbs.

Chair Features: Selected hardwood frame with large, comfortable seat 16½" wide by 16½" deep, 17½" from the floor. Padded seat upholstered in plastic leatherette. Backrest in Lyre or Scroll design, 33¼" high from floor. Chair folds to 5¾" by 16½" by 33¼". Packed two to the carton. Shipping weight—11¾ lbs.

Colors: Choice of Harewood, Harvest, or Mahogany wood frames—with Pantasote plastic covering in Dusty Blue, Fawn, Lime Green, Old Gold, Red Coral and Yellow Oyster.

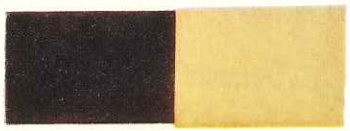
ENTIRELY NEW . . . and decidedly a decorators' choice, this deluxe Norcor folding wood set will gracefully fit into the most modern, classic or traditional room setting. Rich, delicately toned woods of modern finishes and colorful, plastic leatherette are combined for unusual character and charm. Lyre or Scroll back chairs and deft fluting complete the design. There is no finer portable card set available, nor none so ingeniously designed . . . The chair folding mechanism is almost completely concealed and operates by means of a functional rear leg stretcher, which acts as a lever. Here is a set so tastefully designed and executed that it will fulfill the desires of your most discriminating clientele.

The NORCOR Line

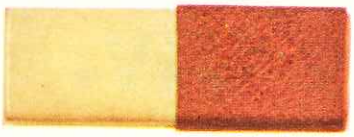
NORCOR MANUFACTURING CO., INC. • GREEN BAY, WISCONSIN

NORCOR COLOR COMBINATIONS FOR 1948

STEEL CARD TABLE SETS, NOS. 1 THROUGH 8 • WOOD CARD TABLE SETS, NOS. 9 THROUGH 13
SCHOOL SEATING, NOS. 14, 15, 16 • GENERAL STEEL SEATING, NOS. 17, 18, 19 • WOOD SEATING 20 THROUGH 24



1 — DUBONNET WITH YELLOW OYSTER



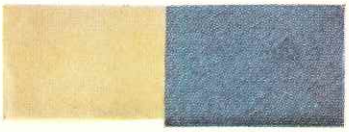
9 — NATURAL WITH RED CORAL

17 — TAUPE WITH RED SPANISH

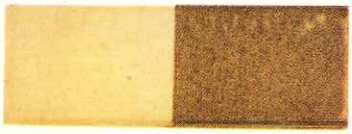
2 — DUBONNET WITH CAFE AU LAIT

10 — NATURAL WITH GREEN

18 — GREEN WITH GREEN SPANISH

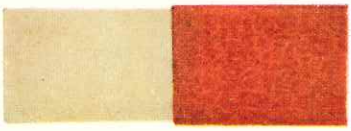


3 — IVORY WITH DUSTY BLUE

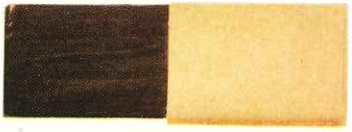


11 — NATURAL WITH BROWN

19 — BROWN WITH BROWN SPANISH



4 — IVORY WITH RED CORAL



12 — MAHOGANY WITH YELLOW OYSTER

20 — NATURAL WITH GREEN SPANISH

5 — BROWN WITH CHAMOIS

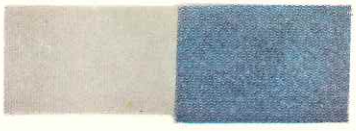
13 — MAHOGANY WITH RED CORAL

21 — NATURAL WITH BROWN SPANISH

6 — BROWN WITH FAWN

14 — BROWN WITH WALNUT

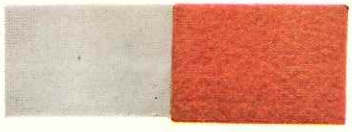
22 — NATURAL WITH RED SPANISH



7 — BEIGE WITH DUSTY BLUE

15 — BEIGE WITH NATURAL

23 — WALNUT WITH BROWN SPANISH



8 — BEIGE WITH RED CORAL

16 — TAUPE WITH WALNUT

24 — WALNUT WITH RED SPANISH

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WHY NORCOR IS THE FAVORITE AMONG CARD PLAYERS EVERYWHERE

Year after year . . . *Those who play cards most* select Norcor as their outstanding choice in card table sets. Such popularity is not without merit for it reflects sound judgement by those who appreciate dependable quality and playing comfort at reasonable value. Here is merchandise that is functional in design as well as styling—tables that stand sturdily without wobble—chairs that provide comfortable relaxation, even after long hours of seated play. Here too, is merchandise that reflects style and good taste; that offers pride in ownership.

Norcor card table sets are a *luxury* that is also an *economy* because they are "built to last for years." No other sets offer so many structural features—no other, more modernly produced by industrial fabrication. Yes . . . with *those who play cards most,* Norcor's unquestionable quality and leadership is unchallenged in America, today.

NORCOR MANUFACTURING COMPANY, INC.

GREEN BAY, WISCONSIN